FIGURE 2

| determine market events which may impact product performance - 210 |

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| generate descriptions and detect abnormalities - 220 |

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| specify relationship between promotions and product - 230 |

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| systematically detect promotion lag structure - 240 |

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| select functional forms - 250 |

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| evaluate impact of other variables 260 |

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| fit models from step 230 - 270 |

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| solve multicollinearity problems – 280 |

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| detect auto-correlation in residual – 290 |

⇓

| evaluate model. if model fails evaluation, return to step 230 - 295 |

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| determine incremental product performance attributable to promotion - 297 |